

## INTERNATIONAL STUDENTS DAY on May 10th with:



### A 3-Step Guide to Hosting an Event 4:00 am to 4:00 pm EDT

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Technical Questions??? Contact CollegeWeekLive at:  
[support@collegeweeklive.com](mailto:support@collegeweeklive.com) or by calling 1-617-938-6018

## 1. PREPARE for the May 10th Event

- **Background:** The International Students Day event allows students from around the world to connect virtually with representatives of U.S. colleges and universities! Approximately 15,000 attendees from more than 200 countries and territories attended last year's event. Embassy public affairs sections, EducationUSA advising centers, Fulbright Commissions, and American Spaces have been asked to promote this event to international students through flyers, email lists, websites, and social media channels, and to host viewing parties for potential students and academic contacts. This event is designed for the international students and their parents, counselors, and teachers. Using a unique virtual environment, students can watch videos, chat on a variety of topics with education experts, and make the first steps towards studying in the United States.
- **Visit the CollegeWeekLive website for event information including a list of participating institutions, agenda, and registration information.** <http://bit.ly/2okIZDD> or [educationusa.collegeweeklive.com](http://educationusa.collegeweeklive.com)

## 2. MARKET that the "International Students Day presented by EducationUSA" will be **LIVE** at your center

- Promote an event "Save the Date" on your social media properties
  - Posts and graphics provided are provided in the social media toolkit – copy can be modified, but please do not change links
  - Update your Facebook cover photo with the marketing banner
  - Create an event on your Facebook page to start a conversation and encourage students to register and participate
- Prepare a press release for local media for event promotion
- Edit and/or print fliers to hang in American Centers, IRCs, and EducationUSA advising centers to advertise program date and distribute fliers to visiting students beforehand
  - Social media compatible, customizable, printable PDF fliers included in the toolkit materials and available in the College Week Live folder of EducationUSA's Box.com design folder. If you need assistance with accessing marketing materials for the fair, please contact Erica Burman at [BurmanE@state.gov](mailto:BurmanE@state.gov)
- Place the event badge included with the event graphics on the Embassy's website. This badge will point potential participants to the event registration page
- Send messages to appropriate contact listservs
- Register yourself to participate and encourage interested students to register to participate by visiting the CollegeWeekLive site, regardless of whether you plan to host an event

### 3. HOST the **May 10th** event: “International Students Day presented by EducationUSA”

- Create a sign-in sheet for students to request contact with the local EducationUSA adviser
- Direct all computers in your center to the International Students Day site -- [EducationUSA.CollegeWeekLive.com](http://EducationUSA.CollegeWeekLive.com) -- for students to participate and research particular questions/schools of interest to them.
- The schedule during the event, which is broken down into two types of activity:

<b>LIVE WEBINARS</b>	<b>AS OUTLINED BELOW:</b>  <b>TBD</b>	<b>Students can ask questions directly to subject matter experts on the “5 Steps” to U.S. Study and hear from Consular and DHS representatives on VISA questions on maintaining status.</b>
<b>LIVE PORTION</b>	<b>4:00 am – 4:00 pm EDT</b>	<b>Students can visit U.S. institutions’ booths and “meet” with representatives, participate in text and video chats, and access resource material.</b>

# ADDITIONAL PROGRAMMING IDEAS

These ideas can be used for events surrounding International Students Day.

- Schedule a forum or Q&A sessions that include:
  - alumni who can speak about their U.S. college application process, their experiences in the United States, and financing their education
  - a local EducationUSA adviser to answer questions
  - a U.S. Embassy consular officer to address the visa process
  - current exchange program participants
- Play [video testimonials](#) throughout the event from students in your region. (See [Appendix A](#))
- Play “[Study in the USA](#)” video during the event (available in seven different languages).
- Play episodes from the [EducationUSA Interactive](#) series.
- Challenge participants with the “EducationUSA Trivia” quiz to promote their online research and award prizes, as appropriate. (See Quiz and Answer Key in [Appendix D](#))
- Provide materials to students for further information
  - Download and print publications listed from ‘Online Resources’ document or provide handout of Online Resources listed ([Appendix C](#))
- If the event is not at an EducationUSA advising center, let your students know that they can find a center through this link: <http://goo.gl/Kh6ZIN>. Here they can meet their EducationUSA adviser and have more of their questions answered. They can also submit questions via EducationUSA’s site at “[Ask an Adviser](#).”

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# Appendix A (Regional and Topical Links of Interest)

Links of Interest by Regions and Topics (From [EducationUSA YouTube Channel](#))

## AF:

- Student Testimonials
  - [Zimbabwe](#)
  - [Sierra Leone](#)
  - [South Africa](#)
  - [The Republic of The Gambia](#)
- EducationUSA Advising Centers
  - [Zimbabwe](#)

## EAP:

- Student Testimonials
  - [China](#)
  - [Vietnam](#)

## EUR:

- Student Testimonials
  - [France](#)
  - [United Kingdom](#)
  - [Moldova](#)
- EducationUSA Advising Centers
  - [Czech Republic](#)

## NEA:

- Student Testimonials
  - [Lebanon](#)

## SCA:

- Student Testimonials
  - [India](#)

## WHA:

- Student Testimonials
  - [Panama](#)
  - [Honduras](#)
- EducationUSA Advising Centers

## General Information:

- Financial Aid
  - [Opportunities for International Students](#)
  - [How to Get Started?](#)
  - [Financing STEM degrees](#)
  - [Type of Institutions](#)

- **Community Colleges**
  - [General Info](#) (Student Perspective)
  - [Community College is 2+2](#)
  - [Transferring from Community College](#)
  - [Application Process](#)
- **Visas**
  - [Tips about Visas](#)
  - [What to Know First](#)
  - [Get to Know Consular Affairs](#)

**Frequently Asked Questions for Student Life:**

- [Health](#)
- [Dining](#)
- [Housing](#)
- [Culture Shock](#)
- [Safety](#)

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## Appendix B (Handout: Online Resources)

### Online Resources for Information on Studying in the United States

- **eJournal: Study in the USA** - <http://goo.gl/nWmRDI>
  - Also available in Persian, Arabic, French, and Portuguese
- **Your 5 Steps to U.S. Study** - <http://goo.gl/GMOz2L>
- **EducationUSA** - [www.educationusa.state.gov](http://www.educationusa.state.gov)
- **EducationUSA advising center locations** - <http://goo.gl/4XS2iM>
- **EducationUSA YouTube channel** - <http://goo.gl/3o6SzA>
- **EducationUSA Interactive: Study in the USA Series** -  
During the academic year, EducationUSA offers a global series of live webinar events featuring experts from the U.S. higher education community, as well as current and past international students speaking on a wide variety of subjects related to U.S. study.
  - These live sessions are recorded and available online and for on demand viewing at <https://goo.gl/MxfomP><sup>[A1]</sup>

## Appendix C (EducationUSA Trivia Quiz and Answer Key)

### EducationUSA-Trivia Quiz

Do you want to study in the United States? Take the first step now toward earning a U.S. college or university degree. Research [Your 5 Steps To U.S. Study](#) to find the answers!

1. **How soon before you enroll in a U.S. undergraduate program should you research your options and begin planning?**
  - A. 6 months
  - B. 12-18 months
  - C. 3 months
  - D. 24 months
2. **How many accredited colleges and universities are in the United States?**
  - A. More than 4,500
  - B. 2,324
  - C. 132
  - D. 75
3. **Why do international students choose to get an undergraduate or graduate degree in the United States?**
  - A. Flexible study programs
  - B. Quality of education
  - C. Become more competitive in home job market
  - D. All of the above
4. **Which are some factors to consider when searching for the U.S. institution that is the “best fit” for you?**
  - A. Type of degree
  - B. School size and class sizes
  - C. Location
  - D. All of the above
5. **What degree does a U.S. community college typically offer?**
  - A. Associate
  - B. Bachelor’s
  - C. High School
  - D. Master’s
6. **Which part of the U.S. government has central authority over all U.S. colleges and universities?**
  - A. U.S. Department of Education
  - B. U.S. Department of State



- C. Congress
  - D. None of the above
7. **Which is the national entrance examination for U.S. colleges and universities?**
- A. SAT
  - B. ACT
  - C. None of the above
  - D. Both a and b
8. **What are the main expenses related to higher education in the United States?**
- A. Tuition and fees
  - B. Housing
  - C. Meals
  - D. All of the above
9. **What are some of the possible sources of funding U.S. study for international students?**
- A. College/university scholarship
  - B. Home government scholarship/grant
  - C. Personal or family funds
  - D. All of the above

To find an advising center near you, visit  
[www.educationusa.state.gov](http://www.educationusa.state.gov)!

## EducationUSA Trivia Quiz Answer Key

1. **How soon before you enroll in a U.S. undergraduate program should you research your options and begin planning?**

Answer: b. For an undergraduate degree, 12 to 18 months prior to the academic year in which you hope to enroll, you should begin your research on: which colleges or universities will meet your needs and if you will need financial assistance. For graduate degrees, you should begin your research 24 months prior to wanting to study in the U.S.

2. **How many accredited colleges and universities are in the United States?**

Answer: There are more than 4,500 accredited colleges and universities in the United States. Accreditation is a non-governmental function in the United States and accrediting organizations help institutions meet and maintain quality standards.

3. **Why do international students choose to get an undergraduate or graduate degree in the United States?**

Answer: d. All of the above. International students appreciate the quality of a U.S. education and know that the experience of studying abroad and learning fluent English will help them advance their careers at home. But mostly, students like the flexibility to choose their own field of concentration (“major”)... and to change their minds if they want later!

4. **Which are some factors to consider when searching for the U.S. institution that is the “best fit” for you?**

Answer: d. All of the above. With diverse degree programs, varied student populations, a range of social and cultural activities, on-campus housing options, and dazzling landscapes from coast to coast, you’re sure to find the right setting for you in the United States.

5. **What degree does a U.S. community college typically offer?**

Answer: a. Associate degree. Community colleges are higher education institutions that typically offer 2-year associate degree programs as well as vocational and technical training. Tuition and fees at community colleges are often significantly lower than at 4-year colleges and universities. Many of them have agreements with 4-year institutions for students to automatically transfer to complete the last two years of a 4-year degree program.

6. **Which part of the U.S. government has central authority over all U.S. colleges and universities?**

Answer: d. None of the above. U.S. higher education is not subject to a central government authority and institutions are free to design their curriculum.

7. **Which is the national entrance examination for U.S. colleges and universities?**

Answer: c. None of the above. There is no national entrance examination required for college and university admissions in the United States. Each U.S. college and university has its own entrance requirements, and these can vary.

8. **What are the main expenses related to higher education in the United States?**

Answer: d. All of the above. The main types of expenses include tuition (cost of the program),

fees, books and supplies, transportation, and other personal expenses.

9. **What are some of the possible sources of funding U.S. study for international students?**

Answer: d. All of the above. International students may find funding from a variety of sources, including the above. In addition, U.S. colleges and universities have a wide range of tuition costs, making a U.S. education affordable for hundreds of thousands of international students.

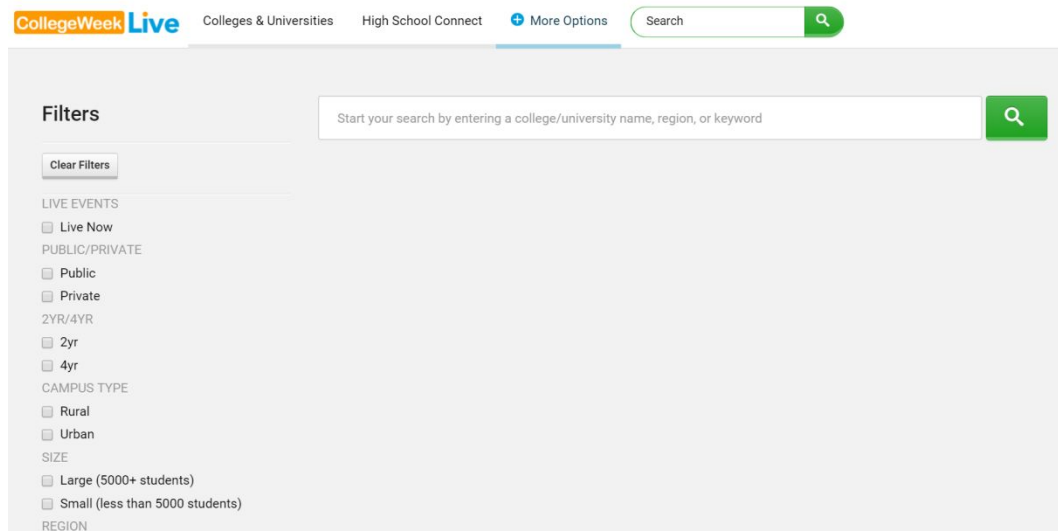
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# Appendix D – Frequently Asked Questions and Technical Guidance

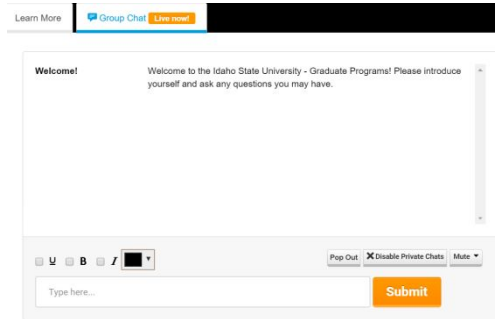
## How to Use CollegeWeekLive’s Virtual Environment for Your College Fair

- **How do I search for a college?**

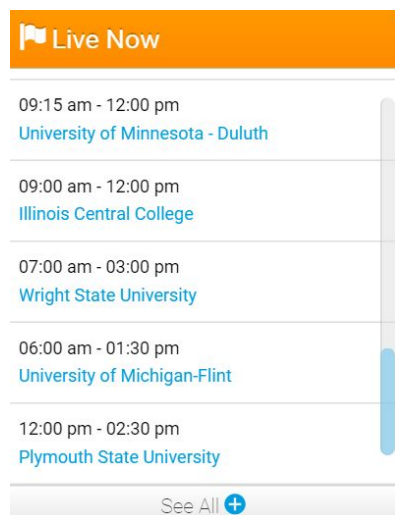
- Finding a college is easy! You can type the name of a college or university in the search box at the top of the page. But if you would like to narrow your search, visit the new and improved [college search filters site](#) (see image below) to choose your preferences from a number of different categories (Live Now, public/private, two-year/four-year, campus type, student population, region, and/or academic major). The colleges that match your criteria will appear. Once again you can scroll and click on their logo to visit their school page.

The image shows a screenshot of the CollegeWeekLive website's search filters page. At the top, there is a navigation bar with the CollegeWeekLive logo, links for 'Colleges & Universities', 'High School Connect', and 'More Options', and a search bar. Below the navigation bar, the page is titled 'Filters'. On the left side, there is a 'Clear Filters' button and a list of filter categories: 'LIVE EVENTS' (with a checkbox for 'Live Now'), 'PUBLIC/PRIVATE' (with checkboxes for 'Public' and 'Private'), '2YR/4YR' (with checkboxes for '2yr' and '4yr'), 'CAMPUS TYPE' (with checkboxes for 'Rural' and 'Urban'), 'SIZE' (with checkboxes for 'Large (5000+ students)' and 'Small (less than 5000 students)'), and 'REGION'. On the right side, there is a search box with the placeholder text 'Start your search by entering a college/university name, region, or keyword' and a green search button with a magnifying glass icon.

- For an alphabetical listing of colleges, scroll through the colleges on the [“Colleges & Universities”](#) page. Click on the name of the school that you are interested in and you will be taken to that school.
- **How do I chat with a college representative? How do I ask colleges questions?**
  - Once you are on the college page that you are interested in speaking to, all you have to do is type your question in the box where it says “Type here...”



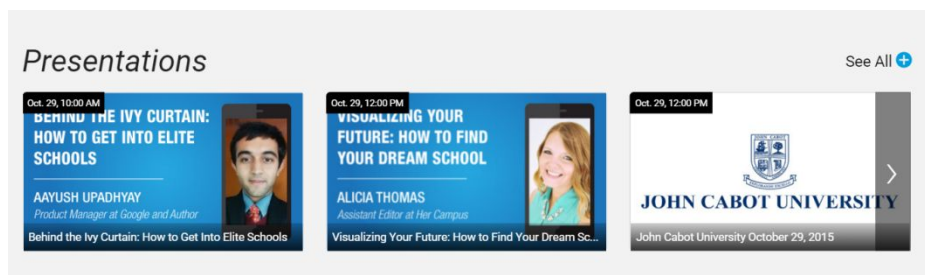
- **What kind of questions should I ask the college representative?**
  - You can ask the college representative any questions that you have. Feel free to ask about the application process/deadlines, standardized test requirements, strongest academic programs, or any scholarships/financial aid available for international students? Why you should choose that school? What is the campus like? What kind of weather/climate does your city/town normally have?
- **How do I know when a college is chatting?**
  - To find out which colleges and universities are chatting, scroll through the [Live Now](#) box on the home page for CollegeWeekLive at the top of the screen. You can search for a particular school or scroll down to see which ones are available. Click on the name of the school and you will be taken right to their booth.



- **How do I watch a recorded Expert presentation in case I missed a session?**
  - To watch a recorded Expert Presentation, click on the [Expert Presentations](#) link on the top of the home page. Scroll down to the presentation that you would like to watch and click on that topic.


- **How do I watch a Live Presentation?**

- On the [CollegeWeekLive home page](#), scroll down to the Presentations section and select from the available sessions – note the date and time of each scheduled session will be listed on the image for the session. If the session is happening at that moment you will be taken to a new page to watch the session and be able to ask your questions via text chat.



- Once the video appears, you can watch the presentation and type in your questions. If you have clicked on the button but the video is not appearing, refresh your browser, try another browser, or log out of CollegeWeekLive and log back in.
- **How do I find the schedule in my time zone?**
    - All times are shown in your time zone based on where you registered for CollegeWeekLive. Anything that is happening Live with switch to a Live Now orange box instead of the upcoming date and time.

## Technical Questions

- **I am trying to watch a video but the window does not open.**
  - If the video screen is not appearing, it means that your pop-up blockers are turned on. You must disable your pop-up blocker in order to watch the videos. Click on the browser that you are using below for instruction on how to turn off your pop-up blocker:
    - **Internet Explorer:** Version 7.0 or 8.0 - Click the Tools button, and then click Pop-up Blocker. Click "Turn Off Pop-up Blocker" Version 9.0- Click the Tools button, and then click Internet options. On the Privacy tab, uncheck the Turn on Pop-up Blocker check box, and then click OK.
    - **Mozilla Firefox:** At the top of the Firefox window, click on the Firefox button (Tools menu in Windows XP) and then click Options. Select the Content panel. Uncheck Block pop-up windows to disable the pop-up blocker altogether. Click OK.
    - **Google Chrome:** Click the  on the browser toolbar. Select Settings (Preferences on Mac and Linux; Settings on a Chromebook). Click the Show Advanced Settings as the bottom of the page. Click Content settings in the "Privacy" section. In the "Pop-ups" section, select "Allow all sites to show pop-ups."

- [Safari](#): Click on the Safari menu in the top left corner of your screen and you will see "Block Pop-up windows." Uncheck it to disable it.
- **I've tried turning off my pop-up blocker but I still cannot see the video.**
  - If your pop-up blockers are turned off and you still cannot see the video screen, please clear your cache and temporary internet files. Once you have done this, please close your browser and reopen it to log back into CollegeWeekLive. Please note - Clearing your cache and temporary internet files will not delete any passwords or settings that you have saved on your computer. w for instructions on how to clear your cache and temporary internet files:
    - [Internet Explorer](#): Click on Tools at the top of the screen. Under tools, click Internet options. In the general tab, you will see Browsing History, click delete. Make sure Temporary Internet Files is checked and click delete again. After that is complete, close your browser and reopen it again.
    - [Mozilla Firefox](#): Click on Tools then select Clear Browsing History. Make sure that cache is checked and click clear now. After that is complete, close your browser and reopen it again.
    - [Google Chrome](#): Click the wrench icon on the browser toolbar. Select Options (Preferences on Mac and Linux; Settings on a Chromebook). Click the Under the Hood tab. Click Content settings in the Privacy section. Click Clear Browsing Data. Make sure that Empty the cache is selected and click Clear Browsing Data again. After that is complete, close your browser and reopen it again.
    - [Safari](#): From the Safari menu, select Reset Safari. From the menu, select the items you want to reset (make sure cache is included) and then click Reset. After that is complete, close your browser and reopen it again
- **I've tried everything and it is still not working.**
  - Please email [support@collegeweeklive.com](mailto:support@collegeweeklive.com). A customer service representative will be happy to help you.

#### Account Questions

- **How do I change my email address and/or password?**

## My Profile



- To change your email address, when logged in to CollegeWeekLive, click on the My Profile link in the top right of your screen, and select *Edit Profile*. From that screen you can enter your email address.
- To reset your password, click on the My Profile link in the top right of your screen, and select *Reset Password*.
- **How do I edit my profile information?**
  - When logged in to CollegeWeekLive, click on the My Profile link in the top right of your screen, and select *Edit Profile*.
- **How do I delete my account?**
  - Please email support@collegeweeklive.com to delete your account at any time.
- **LOW BANDWIDTH ISSUES?**
  - *The CollegeWeekLive system automatically detects your browser capabilities and switches to the audio option in place of live video streaming.*
  - *If participating in the fair with a very low bandwidth you may want to avoid programming around the live video streaming thematic sessions. Instead show a pre-downloaded [expert presentation session](#) from last year on the same topic and then visit university representatives in chat rooms using only the chat function.*
- **MOBILE DEVICE COMPATIBILITY?**
  - *The CollegeWeekLive site is fully accessible from any mobile devices with internet access. Students will be able to participate in chat, and watch/hear presentations (depending on their bandwidth/data plans) from mobile phones with browser capabilities.*

**Chat Instructions:**

- a. Login a day before at [EducationUSA.CollegeWeekLive.com](http://EducationUSA.CollegeWeekLive.com)
  - i. Your login will always be your email address
  - ii. Make sure you do not use the SIGN UP login since that is for participants
- b. Chat Training: <http://fast.wistia.net/embed/iframe/0vkrzpeurc>
- c. IT Department Info (firewall and security requirements):  
[http://resources-collegeweeklive.com/CWL\\_ITdeptinfo.pdf](http://resources-collegeweeklive.com/CWL_ITdeptinfo.pdf)
  - i. Once you click on the EducationUSA booth, located on the bottom right text box, you should have a pop up window come up. If a pop-up window doesn't open there is probably a firewall issue. If so review the next troubleshooting steps above.
  - ii. Try a different browser (Chrome, FireFox, Internet Explorer...)
  - iii. Try removing the network security protection
  - iv. Go to tools, setup, and click on allow pop-up windows



- d. If on the day of the event you are having technical issues make sure to email the Client Service team: [support@collegeweeklive.com](mailto:support@collegeweeklive.com)

**Chat Etiquette:**

- a. Chat rooms can get a bit hectic, especially when there are high numbers of students in the room. One great way to facilitate the chat is by typing the student's name whose question you are going to answer. For example: @Kerry... You can find out more information regarding financial aid by visiting: <http://students.berkeley.edu/finaid/>
- b. Following this technique will alleviate and eliminate having two staff/volunteers who might be answering the same question.
- c. Please feel free to invite students in private chats, especially if the questions they are asking cannot be answered publicly.
- d. Differentiate yourself, by adding some color to your font.
- e. Have a FAQ document with the kinds of most frequently asked questions and your responses open in a Word document where you can copy and paste answers to those questions direct into the chat.
- f. For further information, please visit <https://d1l2atlc7o8lye.cloudfront.net/CollegeWeekLive/support-docs/Chat-FAQ.pdf>

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